

**PASSOÃ**  
THE PASSION DRINK

# TASTE THE SUNSET

## ON-PREMISE SUMMER 2026 PROGRAM

**NEW BOTTLE.  
SAME ICONIC TASTE.**

For 40 years, PASSOÃ has been bringing tropical passion fruit flavor to cocktails around the world. This summer, we're inspiring consumers to add a tropical twist to their favorite serves while driving trial through a national activation program.



### WHY PASSOÃ?

- ☆ Essential for the Porn Star Martini
- 🌴 Adds a Tropical Twist to Martinis, Margaritas, Spritzes & More
- 🍹 Fast & Easy Cocktail Execution
- 🍷 Premium Passion Fruit Flavor Consumers Love
- 📢 Supported by National PR, Influencer, Social & TV Campaigns

### CONSUMER OFFER

**TASTE THE SUNSET™**

**SAVE \$3**

ON 1 PASSOÃ COCKTAIL

**SAVE \$5**

ON 2 PASSOÃ COCKTAILS



DIGITAL REBATE  
DELIVERED VIA  
QR CODE

### OPERATOR BENEFITS

- 💰 Drive Incremental Cocktail Sales
- 📈 Increase Check Average
- 📈 Generate Trial Through Consumer Incentives
- 📋 Refresh Summer Menus
- 📢 Leverage National Marketing Support

### FEATURED SUMMER SERVES



#### PORN STAR MARTINI

The world's most searched cocktail featuring PASSOÃ.



#### SUNSET MARGARITA

A tropical twist on America's favorite cocktail.



#### PASSOÃ SPRITZ

Light, refreshing and perfect for summer occasions.



#### PASSION FRUIT MOJITO

Bright tropical flavor meets a classic crowd favorite.



#### TROPICAL DAIQUIRI

Smooth, vibrant and always on trend.

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# TASTE THE SUNSET™ ACTIVATION TOOLKIT

EVERYTHING NEEDED TO TURN SUNSET HOUR INTO HAPPY HOUR

## DRIVE VISIBILITY



TABLE TENTS



Scan to Save  
on your next  
Passoã Cocktail

SAVE  
\$3  
ON TWO

SAVE  
\$5  
ON TWO



ROLL-UP BANNER

## DRIVE TRIAL



QR REBATE  
PROGRAM



COCKTAIL  
FEATURES



BARTENDER  
RECOMMENDATION



SOCIAL MEDIA  
ASSETS

## ENHANCE THE EXPERIENCE



BRANDED  
SUNGLASSES

BEACH TOWELS



TOTE BAGS



STICKERS



COASTERS



TEMPORARY  
TATTOOS

## PERFECT ACCOUNT TYPES



### ROOFTOP BARS

Sunset spritzes & shareable cocktails



### CASUAL DINING

Easy menu incrementality



### BEACH BARS

Natural tropical fit



### MEXICAN RESTAURANTS

Sunset Margaritas



### RESORTS & HOTELS

Vacation-inspired experiences



### NIGHTLIFE & COCKTAIL BARS

Porn Star Martini destination accounts

## NATIONAL SUPPORT



NATIONAL PR CAMPAIGN



PAUL ZAHN TV CAMPAIGN



INFLUENCER & SOCIAL  
MEDIA SUPPORT



DIGITAL REBATE PROGRAM



NEW BOTTLE LAUNCH



# TASTE THE SUNSET™

SUMMER 2026